

SMART INSTITUTE OF PROFESSIONAL TRAINING

REG. OFFICE: 133/1, SIRAJ MONDAL ROAD. KANCHRAPARA – 743145

PHONE: 9830605252 | E-MAIL: INFO@SIPTSKILL.IN | WEBSITE: WWW.SIPTSKILLS.IN

COURSE NAME:	DIPLOMA IN DIGITAL MARKETING		
COURSE CODE:	JYCSM-65	TEST TYPE:	THEORY
FULL MARKS:	50 (25 X 2)	TIME:	1 HOUR

01. Which of the following is a key benefit of digital marketing?

- A) Limited reach
- B) High cost
- C) Precise targeting**
- D) Long turnaround time

02. What does SEO stand for in digital marketing?

- A) Search Engine Optimization**
- B) Social Engagement Output
- C) Secure Email Option
- D) Site Earning Optimization

03. Which social media platform is known for its visual content sharing?

- A) Twitter
- B) Instagram**
- C) LinkedIn
- D) Quora

04. In email marketing, what does the term "CTR" stand for?

- A) Customer Tracking Report
- B) Click Through Rate**

- C) Click Total Rate
- D) Customer Transaction Ratio

05. Which of the following is an example of a PPC advertising platform?

- A) Facebook
- B) Google Ads**
- C) Instagram
- D) LinkedIn

06. What is the primary goal of content marketing?

- A) To sell products directly
- B) To create viral content
- C) To build trust and authority**
- D) To increase offline sales

07. Which metric indicates the percentage of visitors who leave a website without taking any action?

- A) Bounce Rate**
- B) Conversion Rate
- C) Engagement Rate
- D) Click Rate

08. What is a common characteristic of a successful social media campaign?

- A) High follower count
- B) Viral content
- C) Engaging and shareable content**
- D) Frequent posts

09. What does "CPC" stand for in the context of digital advertising?

A) Cost Per Click

B) Clicks Per Campaign

C) Cost Per Conversion

D) Clicks Per Customer

10. Which tool is commonly used for analyzing website traffic?

A) Canva

B) Google Analytics

C) Hootsuite

D) Buffer

11. In the context of digital marketing, what does the term "lead generation" refer to?

A) Generating website traffic

B) Attracting potential customers

C) Creating content

D) Increasing brand awareness

12. What type of content is considered the most engaging on social media?

A) Text-only posts

B) Video content

C) Static images

D) Long articles

13. Which of the following is an example of user-generated content?

A) Blog posts by the company

B) Customer reviews and testimonials

C) Paid advertisements

D) Press releases

14. What is the primary purpose of A/B testing in digital marketing?

A) To test website speed

B) To compare two versions of a webpage or campaign

C) To increase email subscribers

D) To improve customer service

15. Which of the following strategies is used to improve a website's SEO?

A) Using irrelevant keywords

B) Increasing website load time

C) Creating high-quality content

D) Hiding text

16. What does the term "organic reach" refer to in social media marketing?

A) Paid advertisements

B) Reach achieved through paid promotions

C) Reach achieved without paid advertising

D) Total number of followers

17. Which of the following best describes influencer marketing?

A) Using automated tools to post content

B) Partnering with popular individuals to promote products

C) Running email campaigns

D) Creating content for SEO

18. What is a key benefit of using video in digital marketing?

A) Higher cost

- B) Less engagement
- C) Increased viewer retention**
- D) Complicated production

19. Which metric is used to measure the success of an email marketing campaign?

- A) Open Rate**
- B) Page Views
- C) Clicks Per Second
- D) Bounce Rate

20. What is a common characteristic of a viral marketing campaign?

- A) Low engagement
- B) High sharing and spreading rate**
- C) Paid promotion only
- D) Limited audience

21. Which of the following is a benefit of using Google Ads for advertising?

- A) Low reach
- B) Inflexible targeting
- C) Immediate visibility**
- D) High minimum budget

22. What is the purpose of a landing page in a digital marketing campaign?

- A) To display unrelated content
- B) To distract visitors
- C) To convert visitors into leads or customers**
- D) To increase bounce rate

23. What does the term "conversion rate" refer to?

- A) The rate at which content is shared
- B) The percentage of visitors who take a desired action**
- C) The number of website visits
- D) The time spent on a website

24. Which of the following is an example of remarketing?

- A) Sending emails to new customers
- B) Targeting ads to people who have previously visited a website**
- C) Creating new blog content
- D) Posting on social media

25. What is a primary benefit of email segmentation?

- A) Increased spam complaints
- B) Higher email open rates**
- C) Decreased relevance
- D) Lower engagement

26. Which of the following platforms is most suitable for B2B marketing?

- A) Pinterest
- B) Snapchat
- C) LinkedIn**
- D) TikTok

27. What does "CPA" stand for in digital marketing?

- A) Cost Per Action
- B) Clicks Per Ad
- C) Cost Per Acquisition**

D) Clicks Per Acquisition

28. Which strategy involves optimizing a website to rank higher in search engine results pages?

A) Social Media Marketing

B) Pay-Per-Click Advertising

C) Search Engine Optimization

D) Email Marketing

29. What is the main advantage of using social media analytics?

A) Random data collection

B) Understanding audience behavior

C) Decreased brand awareness

D) Increased costs

30. Which of the following is a goal of content marketing?

A) Direct selling only

B) Providing valuable information to the audience

C) Ignoring customer feedback

D) Reducing website traffic

31. Which metric measures the number of times an ad is displayed?

A) Clicks

B) Impressions

C) Conversions

D) Shares

32. What is the purpose of using hashtags in social media posts?

- A) To confuse the audience
- B) To increase reach and discoverability**
- C) To decrease engagement
- D) To reduce post visibility

33. Which type of digital marketing involves promoting products or services through affiliates?

- A) Influencer Marketing
- B) Content Marketing
- C) Affiliate Marketing**
- D) Email Marketing

34. What is the primary goal of mobile marketing?

- A) To reach desktop users
- B) To engage users on mobile devices**
- C) To create offline advertisements
- D) To reduce app usage

35. Which of the following is an example of a call-to-action (CTA)?

- A) "Learn More"**
- B) "Home"
- C) "About Us"
- D) "Privacy Policy"

36. What is the purpose of a social media audit?

- A) To delete old posts
- B) To evaluate and improve social media performance**
- C) To increase paid ads

D) To reduce social media presence

37. Which tool is commonly used for managing and scheduling social media posts?

A) WordPress

B) Google Analytics

C) Hootsuite

D) Mailchimp

38. What does "engagement rate" measure on social media?

A) The number of followers

B) The level of interaction with content

C) The number of posts

D) The time spent on social media

39. Which of the following is a best practice for creating an effective blog post?

A) Writing very short posts

B) Ignoring SEO

C) Providing valuable and relevant content

D) Avoiding images

40. What is the primary purpose of using Google Analytics?

A) To create social media posts

B) To design websites

C) To track and analyze website traffic

D) To send emails

41. Which type of content is considered most effective for building trust with an audience?

A) Paid advertisements

B) Infographics

C) Customer testimonials and reviews

D) Pop-up ads

42. What is a benefit of using marketing automation tools?

A) Manual email sending

B) Decreased efficiency

C) Streamlined marketing processes

D) Increased human error

43. Which of the following is an example of a KPI (Key Performance Indicator) in digital marketing?

A) Color of the website

B) Number of employees

C) Conversion rate

D) Office location

44. What is the purpose of a responsive web design?

A) To create a separate website for mobile users

B) To ensure the website works well on all devices

C) To increase website load time

D) To decrease website functionality

45. Which of the following is an advantage of using email marketing?

A) Limited reach

B) High cost

C) Direct communication with customers

D) No analytics available

46. What does the term "ROAS" stand for in digital advertising?

- A) Return On Advertising Spend**
- B) Reach Of Advertising Strategy
- C) Rate Of Ad Success
- D) Revenue On Ad Sales

47. Which digital marketing strategy focuses on attracting customers through valuable content rather than direct sales?

- A) Direct Mail
- B) Inbound Marketing**
- C) Telemarketing
- D) Paid Search

48. What is the significance of a high bounce rate?

- A) It indicates a high level of engagement
- B) It suggests that visitors are leaving the site quickly**
- C) It shows high conversion rates
- D) It means visitors are spending more time on the site

49. What does the term "earned media" refer to?

- A) Paid advertisements
- B) Media coverage gained through promotional efforts**
- C) Company-owned media channels
- D) Media content created by the company

50. Which of the following is a characteristic of a successful influencer marketing campaign?

- A) High cost and low ROI
- B) Collaboration with influencers relevant to the target audience**

C) Ignoring influencer's audience demographics

D) Random selection of influencers

SUGGESTION PAPER